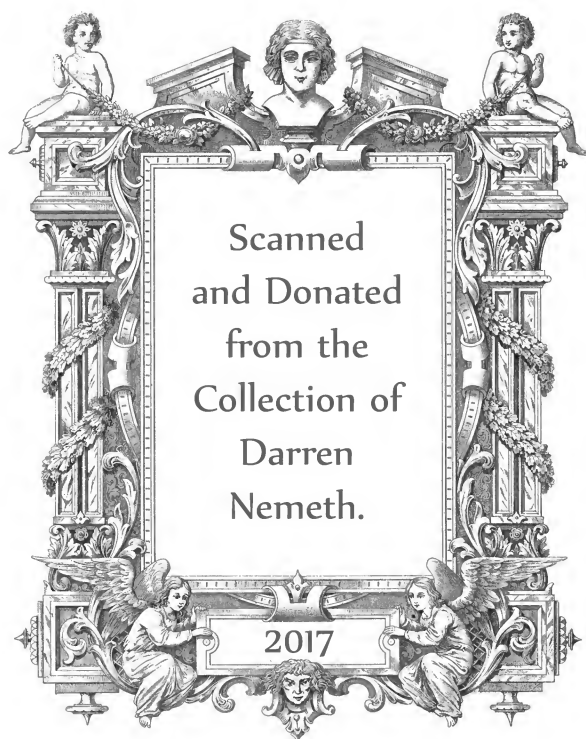


BELL & HOWELL
Film
REGISTERED
LIBRARY

[MOTION·PICTURES·FOR
ENTERTAINING·AT·HOME]





BELL & HOWELL

REGISTERED

LIBRARY

New Entertainment for the Home

ALL FILMO LIBRARY Films released previous to September 1, 1927, are included in this catalog. For subsequent releases, see the monthly issues of "Filmo Topics" and the FILMO LIBRARY Release Bulletins. Your Bell & Howell dealer sells these films, or they may be rented from him.



BELL & HOWELL COMPANY



1801-15 Larchmont Ave., CHICAGO

NEW YORK
220 W. 42nd St.

HOLLYWOOD
6324 Santa Monica Blvd.

LONDON (B. & H. CO., LTD.)
320 Regent St.

Established 1907

Pioneer Manufacturers of Professional Cinematograph Cameras and Equipment used almost Exclusively by World's Foremost Producers



Filmo Library—for Home Movies

Fascinating Subjects for Every Preference

IN the FILMO LIBRARY, 16 mm. projector owners have a vast and ever-increasing source of entertaining and interesting film subjects to draw from. A great new industry is dedicated to the production of motion pictures for the home,—is devoted to the making of films which you will enjoy, cherish and accumulate as you do choice books.

The FILMO LIBRARY films will add greater interest and pleasure to your home movie programs. Now you can supplement your showing of personally made pictures with professionally produced plays, travelogues, plant and animal life pictures, sport reels, golf lessons, adventure films and other subjects. Special programs to appeal to various audiences may be arranged from your own collection of FILMO LIBRARY films.

These are "first run" movies (with a few exceptions), having been photographed especially for FILMO LIBRARY and not previously released in the theatres to run for several years before being available for reduction to 16 mm. size for home use. Costumes are modern; there is nothing out of date in the pictures to detract from their entertaining value. The exceptions mentioned are the plant and animal pictures, the production of which has required years of work, but which are distributed in 16 mm. size only through the FILMO LIBRARY.

Each reel consists of 100 feet of perfect pictures on 16 mm. safety film, the

equivalent of 250 feet of standard 35 mm. film. The reels may be purchased outright at little more than the cost of the raw film, and become your own to do with as you please. Many FILMO LIBRARY subjects are being used as sources of ma-



The Home Theatre Pleases All

terial to be spliced into personally made films.

Or, if you prefer, you may rent the films from your FILMO Dealer at a nominal fee per evening. Consult your dealer for details.

Free Splicing Service

When it is desired to have several films made into a continuous picture for a longer showing, the separate 100 foot films will be spliced together in the Bell & Howell laboratories free of charge. The only cost to the user is the \$1.50 charge for the 400 foot reel and the humidor can.

New Releases

Each month FILMO LIBRARY presents a wide selection of films for home entertainment. This catalog includes all releases previous to September 1, 1927. For subsequent releases, see the monthly issues of "Filmo Topics" and FILMO LIBRARY Release bulletins. These bulletins will be issued in the same size as this catalog for your convenience in keeping all Film Release data together.

Living Natural History Films

Representing 15 Years of Painstaking Work

by Raymond L. Ditmars

THE remarkable series of Living Natural History Films, produced under the personal direction of Raymond L. Ditmars, Curator of Mammals and Reptiles at the New York Zoological Park, is now available to 16 mm. projector owners through the Bell & Howell Filmo Library.

The Series teems with the fascination of animal life from all parts of the world. The reels are arranged like the chapters of a book, not mere moving pictures of animals, but the stories of their lives and structure. The portrayal extends through the spectacular mammals, the procession of grotesque forms of birds, into the lairs of the cobra and the fer-de-lance, the transformations of frogs and salamanders, through the insect legions and to the amazing variety of life in the sea.

The production of these Living Natural History Films required fifteen years of painstaking work, a complete moving picture studio especially built and equipped for handling the subject matter, many trips into remote corners of the world, and enormous expenditures. The preparation and arrangement was made with the same care as Mr. Ditmars would use in writing a text book. Titles explain every subject fully without being couched in highly scientific terms. It is not likely that this record of rare animal life will ever be duplicated, and certainly it cannot be excelled in its

authenticity and true educational value.

For fascinating home entertainment of adults and young folk, for familiarizing children with a wide range of animal life, and for education in biology, the Ditmars Living Natural History Series is highly recommended.

Through the Filmo Library, these wonderful films may be bought outright for a very moderate sum,

making the series your own property to do with as you see fit. Reels are sold individually as selected from the following list, or may be rented from your dealer at a nominal fee per day. Because of the systematic arrangement and increased educational value of the series as a whole, it is recommended that the entire collection ultimately be purchased or rented.

The twenty-four films listed are ready for immediate release. These constitute but a part of the complete series, the remainder of which will soon be available.

The following is an extract from the 28th Annual Report of the New York Zoological Society:

"The continued exhibition throughout the United States, Canada and England of the motion pictures of our animals as developed by Raymond L. Ditmars has been a great contribution to the information of the millions in wild animal personality."



*Nubian Giraffe
Scene from Ditmars Series*

Living Natural History Films



Gorilla

- D-1 The Anthropoid Apes:
Studies of the Gorilla and
Chimpanzee.
.....Code DITAP \$12.50



Elk Shedding Antlers

- D-11 Shedding the Antlers:
American Elk.
.....Code DITSA \$12.50



Bengal Tiger

- D-4 Cat Animals:
The Lion, Tiger and Leopard.
.....Code DITGC \$12.50



Orang-Utan

- D-13 The Orang-Utan
.....Code DITOW \$12.50



Beaver

- D-10 Animal Engineers:
The American Beaver.
.....Code DITAE \$12.50



Pompadour Macaque

- D-14 Monkeys of Asia.
.....Code DITMA \$12.50

Living Natural History Films



Polar Bear

D-15 Northern Bears.
.....Code DITNB \$12.50



Prairie Owl

D-18 Birds of Prey:
Screech Owl, Prairie Owl
and his neighbors, the
Prairie Dog Family, Pigeon
Hawk and American
EagleCode DITBP \$12.50



Hippopotamus

D-16 The Nile and Pygmy
Hippopotami.
.....Code DITPH \$12.50



African Elephant

D-19 African, Indian and
Pygmy Elephants.
.....Code DITEL \$12.50



Zebra

D-17 The Zebras.
.....Code DITBR \$12.50



Rhinoceros

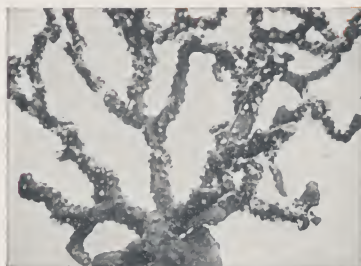
D-20 African and Indian Rhin-
oceros.....Code DITAR \$12.50

Living Natural History Films



Indian Peacock

- D-21 Birds of Vanity:
Indian Peacock and Asiatic
Fowl.....Code DITBV \$12.50



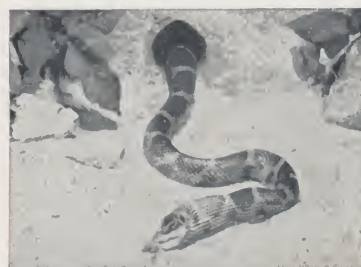
Coral

- D-23 The Corals.
.....Code DITRA \$12.50



Emu

- D-21½ The Wingless Birds.
.....Code DITWB \$12.50



A King Snake's "Dinner"

- D-24 Harmless Serpents:
New and Old World Species.....Code DITHS \$12.50



Serpent Eggs

- D-22 Dangerous Snakes of the
United States.
.....Code DITDS \$12.50



Indian Mongoose

- D-25 The Cobra:
Indian Cobra and its
enemy, the Mongoose.
.....Code DITCO \$12.50

Living Natural History Films



Chameleon

- D-27 The Chameleon.
.....Code DITCH \$12.50



Asiatic Silk "Worm"

- D-35 The Silk Worm.
.....Code DITSM \$12.50



Frog

- D-29 From Tadpole to Frog:
Life History of the Frog.
.....Code DITFG \$12.50



Spider Spinning

- D-38 Life of a Spider:
Life history, web-spinning
and capture of insects.
.....Code DITLS \$12.50



Katydid

- D-32 Insect Mimicry and Song:
Wing movements of
Crickets and Katy-dids in
singing....Code DITIM \$12.50



Octopus and Turtle

- D-39 Devil Fish:
The Devil Fish, Umbrella
Octopus and Sea Turtle.
.....Code DITDF \$12.50

Living Natural History Films

Scenes from Coming Releases



Saki Monkey



Aoudad



Jerboa



Coatimundi



Fruit Opossum



Branick Paca



Mute Swan



Egret

Living Natural History Films

Scenes from Coming Releases



Gila Monster



Galapagos Tortoise



Luna Moth



Mud Wasps



Tarantula



Lobsters Fighting



Anemones



Rhinoceros Beetle

Explorations in Plant and Flower Life

by Arthur C. Pillsbury

HIGH up in the mountains of Yosemite National Park lives Arthur C. Pillsbury, Naturalist and Lecturer, lover of the flowers, wild animals and woods, and motion picture photographer outstanding. His remote and secluded home and laboratory are the headquarters for his extensive travels to the out-of-way corners of the park in search of subjects for his ever-increasing collection of nature films.



Arthur C. Pillsbury
at the Work He Loves

A Life Study

Mr. Pillsbury has devoted his life to the study of wild flowers in their natural environment. Beautiful Yosemite National Park offers rare opportunities for this study. The wide range of elevations above sea level results in a surprising diversity of plant and flower forms to be found within the bounds of the park. The location is ideal indeed for a nature lover, and Mr. Pillsbury is making the most of it.

Human Tendencies

Mr. Pillsbury knew that plants and flowers are very much like human beings, that they clothe themselves in gorgeous raiment and exert strange attractions to entice the honey bee, butterfly, or the moth—whichever is to be the instrument by which the life-giving pollen is transmitted for the purpose of reproduction. They are anchored in one

spot, but if the environment is not favorable they twist and twine to reach the sunshine, just as a human might exert himself to improve his condition if he were placed in unhealthy surroundings. They protect themselves from their enemies in various ways. Finally they come to the common end of everything alive—an end that is often dramatic in the extreme. In the case of the Mountain Iris, for instance, the flowers wither inwardly until the once gay petals are clinched like a tightly closed fist in their death grip. In contrast, the death of the Wild Rose is pathetically peaceful. The golden petals are shed and drop softly to the ground.

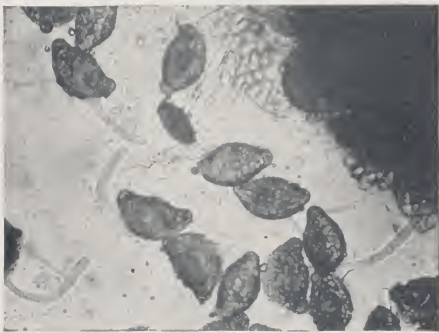
Photographic Methods

With years of study preceding the actual filming, Mr. Pillsbury knew exactly what he wished to accomplish. He equipped himself with several motion picture cameras and devised a clockwork mechanism which he attached to them. This mechanism made it possible to make exposures automatically at regular intervals. These intervals were adjustable according to his knowledge of the speed of growth of the plant. By means of this lapse time method of exposure, Mr. Pillsbury was able to compress, into a few minutes on the screen, a record of the entire life of a plant from the time the sprout pushes through the ground to the withering and death of the flowers,

development which could never be seen with the naked eye, as it requires weeks of time. The result is a scientific triumph, a real insight into the life of flowers which cannot be obtained otherwise.

Flowers as Timepieces

Mr. Pillsbury found that flowers have more regular habits than most humans—that they open at certain hours, live a certain time, and go to sleep again at almost exactly the same time each day. In his films, he pictures this surprising discovery. The bud is seen to open gradually, go through a surprising amount of activity in the course of its waking hours, and then close again for its sleep. In some cases the flowers open for only one day. In others, the film records the fact that they open and close once each day for several days before finally dying. Some flowers open at dawn, others at noon, and still others in the evening and at night. In fact, Mr. Pillsbury needs no watch when in the woods. He can tell the time of day accurately by the flowers which are opening.



Highly Magnified Pollen Grains

Flower Emotions

Among the amazing pictures which Mr. Pillsbury has filmed are several of bouquets of wild flowers, apparently as still as death to a human eye, but shown

by Mr. Pillsbury's camera to be bowing and scraping, flirting and dancing, pushing each other aside, rising and falling, opening and closing, and in one particular case revolving like a windmill, all attempting to attract the insects that bring them pollen from other flowers and take away their own.

Mr. Pillsbury's films have been carefully planned to show the natural environments of flowers as well as the close-up lapse-time pictures of the life of the plant. These natural environment pictures are very beautiful indeed, taking the film audience to the most remote and inaccessible spots in the Park, many of which are seldom visited by tourists. The films also include a number of microscopic studies which help to clarify the understanding of the growth and reproduction of plants.

Like Watching Magic

Those who see these wonderful films are reminded of the astounding tricks of the Hindu fakirs who cause plants to blossom and grow before the eyes of the onlookers. Mr. Pillsbury accomplishes this by the honest method of motion picture photography.

Botanists of renown have watched these pictures and have been delighted with the revelations about plant life which they contain. They speak of the series as the first and only experiment through which science has been enabled to look into the actual life of the plant and go on to state that the films prove beyond doubt that plants live and act like humans and animals.

The delight of scientists is no greater than that expressed by those untrained in botany. Unexcelled educational opportunities for children are provided in these films. Details of the first eight Pillsbury films to be released are given in the following pages. Announcements of new releases will be made monthly.

Explorations in Plant and Flower Life

Typical Scenes



Above, left,
Sneeze Weed
Center, Lupine
Right, Snow Plant

At left, Evening
Primrose



Above, Washington
Sierra Lily
At right,
California Poppy



Above, White Lilac
with Upper
Yosemite Falls in
background

Explorations in Plant and Flower Life

Eight Films Now Ready

Editor's Note: The descriptive matter covering the Pillsbury Flower Films was written by Mr. Pillsbury himself. We are passing it on to you just as the producer wrote it, as his knowledge, love, and appreciation of nature is so thoroughly echoed in his written words. The titles in the films themselves carry the same information. Those who have been fortunate enough to have heard Mr. Pillsbury lecture as the films are projected will recognize his style.

F-1 *Azalea and Sneeze-weed*

The Azalea grows on the banks of the river and in moist places all over the floor of the valley. It blossoms in June and July. The buds take three days to open. Looking across the river you can see the Bridal Veil Falls and El Capitan.

The Sneeze-weed grows in the damp places, not only on the floor of the valley but up in the higher mountains.

Code FLOAZ.....\$12.50

F-2 *Iris, Lupine, Pride of the Mountains*

The Western Blue Flag Iris grows in the meadows and along the banks of the Merced River. Buds of the Iris start to open about 5 o'clock in the afternoon, taking all night to open. Their life is short—just one day. The following night they wither and die, folding up into a knot like a fist. One doesn't realize how dramatic the passing of a flower is until it is seen projected in this manner. It's almost as though the flower were suffering.

The Lupine grows in patches in the higher mountains, often growing higher than your head and so dense that you can hardly force your way through them. They add a wonderful amount of color to our upper mountain meadows.

The Pride of the Mountains, one of

the Penstamen family, grows in sheltered places, often out of a crack in the solid granite wall.

Code FLOPI.....\$12.50

F-3 *Blazing Star, Stream Orchid, and others*

The Blazing Star is a beautiful yellow flower. The stamens are all folded up inside the petals, the opening of which allows the stamens to straighten out. We have this Blazing Star all through the Summer and Fall months. I have seen them clear up to Christmas. Often with us in Yosemite this flower grows six or seven feet in diameter.

The Stream Orchid is now almost extinct. I know of only one place in the Park where it still continues to flourish.

The Prickly Phlox blooms at night and the shrub itself is so inconspicuous you would hardly notice it in the day time, growing out of cracks in the solid granite.

The Snow Plant is one of our most beautiful and rarest flowers, coming up under the pines after the snow is melted. It is protected by a fine of \$25.00 by a State Law of California.

Code FLOBS.....\$12.50

F-4 *Poppy, Wild Parsnip*

The California Poppy, our State flower, opens at 9 o'clock in the morning, pushing its calyx off like a cap. It closes at three in the afternoon, reopens the next morning, closes again that afternoon and does that for three days before going into the seed pod. Under the influence of bootleg, it acts just as animal life does, going under its influence, the speed of "going under" depending on the strength of the bootleg.

The Wild Parsnip grows in the marshy places. Its humbles are a foot

or more in diameter and often ten feet high.

Code FLOPW.....\$12.50

F-5 Tidy Tip, Monkey Flower

The Tidy Tip illustrates very dramatically the romance in plant life. The younger buds are on exploring expeditions all of the time. Even in the field they seem to be in a continual dance, while the older ones remain comparatively stationary.

The Yellow Monkey Flower grows in the beds of the little mountain lakes and streams and adds a wonderful bit of color wherever you find it. The blossoms of the Dwarf Monkey Flower wag their heads back and forth all the time trying to get in the most favorable positions possible to attract their insect mates flying above them.

Code FLOTC.....\$12.50

F-6 Blue Lupine, White Lilac, Blue Camass

The Blue Mountain Lupine grows in patches of an acre or more.

Ceanothus or Lilac has a good many forms in Yosemite and often is so situated you can get a good background with it. This view shows the upper Yosemite, a 1,600-foot drop in the distance.

The Indians were very fond of the bulbs of the Blue Camass, which grows in the upper mountain meadows. The blossoms open at two in the afternoon and close at five.

The Ithreal Spear often grows 8 or 10 feet high with as many as thirty blossoms on a single plant.

The Harvest Brodiaea looks very much like the Ithreal Spear except that the blossoms are a richer and deeper blue.

Code FLOWB.....\$12.50

F-7 The Evening Primrose, Mariposa Tulip

The Evening Primrose formerly covered our meadows so thickly you had to

force your way through them. The buds open quite suddenly in the evening hours, taking only fifteen minutes to open fully. You can sit in the meadow and watch them as they open—quite a thrilling experience.

The Mariposa Tulip grows all over California and as high up as 12,000 feet in our mountain ranges. The blossoms last some four days and the petals drop off one by one as the Stigma develops into the seed pod.

Code FLOMT.....\$12.50

F-8 Washington Lily, Hen and Chickens, and others

The Washington Sierra Lily grows up in the high mountains at seven or eight thousand feet elevation. It looks very much like the Easter Lily and is fully as large. Like all other flowers, the buds are very regular in their opening, starting at 8 o'clock in the evening and opening rather suddenly, taking only a few minutes to open fully.

The Hen and Chickens plant grows out of cracks in the granite rocks in the early Spring months. The blossoms vary in color from yellow to pink, and are very beautiful indeed.

The Dandelion goes to seed about noon, taking a couple of hours to open fully.

The Knot Weed covers our upper mountain meadows during the months of June and July.

The Fire Weed is one of the Fall flowers. It is quite apt to appear suddenly after a forest fire.

Queen Anne's Lace is another one of the Fall flowers.

The Purple Heather grows from 7,000 up to 12,000 feet elevation, often lining the banks of the little mountain lakes and streams.

The seeds of the Chia make a very nutritious bread and are much prized by the Indians.

Code FLOWC.....\$12.50

Tolhurst Popular Science Series

by Louis Tolhurst

AS the Ditmars Films stand alone in picturing the larger animals and birds, as the Pillsbury Pictures are supreme in portraying wonders of the Flower Kingdom, so do the films of the Tolhurst Popular Science Series have a place in the limelight in their particular field.

In these films Mr. Louis Tolhurst, by a microscopic camera process developed by himself, brings to us that vast world of infinitesimal life invisible to the unaided human eye. He makes available for the home moving picture audience a vast number of subjects formerly to be seen only by a few scientists in laboratories equipped with high powered microscopes.

A Hidden Universe Exposed

The active mass of life existing in a drop of water, highly magnified pictures depicting the evolution of queen-bee larvae, the artificial processes by which mankind causes bees to produce an abnormally large number of queen bees for commercial purposes, and life cycles of insects of many kinds are among the subjects clearly pictured by Mr. Tolhurst. These films are educational to the ultimate degree, yet they are so dramatic and interest-compelling that their information is absorbed with keen pleasure. Some of the films show regular vaudeville acts by trained insects; these, while not of such great interest from a purely scientific standpoint, are remarkable pictures, fascinating and full of en-

tertainment value for adults and children.

Mr. Tolhurst has the ability to dramatize the behavior of the minute beings he photographs. He even succeeds in giving them a witty angle through intelligent directing and clever titling. The one-eyed Cyclops, infinitesimal clown of the watery kingdom, performs on the screen with all the skill of a Charlie Chaplin.



Louis Tolhurst in His Laboratory

Life in a Drop of Water

Some idea of the pains which were taken in producing these films may be had from the following facts: First, several years of research and experimenting were required to produce a light of the tremendous brilliancy required to illuminate the object before the camera without generating so much heat that the insect would be scorched. Then a lens of extremely delicate focus was developed especially for Mr. Tolhurst's work. With this lens, it is possible to focus, within one ten-thousandth of an inch, on the life swimming in a drop of water compressed between two pieces of glass clamped tightly together. So delicate is the focus that the organisms swimming in this film of water farthest from the camera are out of focus.

Ready Now

The six Tolhurst films listed on the next page are the first of a great number to be released through FILMO LIBRARY. Others of the Series will be released monthly.

Tolhurst Popular Science Series

T-100 *The Fly's Eye*

This film is largely made up of microscopic views through which we learn that the eye of the ordinary house fly is made up of a vast number of tiny lenses, each of which is curved like a camera lens. A remarkable scene shows just how the fly sees, and reveals the fact that a separate image is conveyed to his brain from each of these thousands of tiny lenses.

Code TOLFE.....\$7.50

T-101 *Tickle Bill, the Trained Fly*

The tricks which "Bill" does in this film will delight the children and amaze the grown-ups. For who ever dreamed that a house fly could lie on his back on a pedestal, and like a professional of the circus, juggle furniture with his feet—tiny furniture, of course, but several times the size of "Bill". Growing hungry from his exercise, he sits down at

a table. A dish of sugar water is placed before him and promptly emptied to his satisfaction.

Code TOLTF \$7.50



Ants Cleaning Debris from Tunnel

T-102

Our Ant Gang

The man who first said "Go to the Ant, thou sluggard" must have observed the life of the Ant as accurately as it can be studied in this unusual film. The en-

ergy which the Ant Gang displays in building its network of tunnels underground and the military marshalling of forces when a large obstacle obstructs the path, as well as the development of the Ant from the egg through the larvae and nymph stages, all are clearly shown in this picture.

Code TOLAG.....\$7.50

T-103 *Grunion, the Mystery Fish*

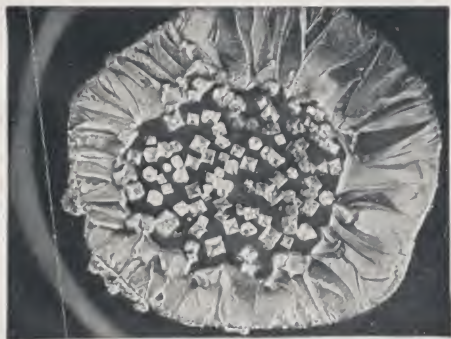
Code TOLMF.....\$7.50

T-104 *The Fleamobile*

Code TOLMO 7.50

T-107 *Bee Bread*

Code TOLBE 7.50



Salt Crystals Forming in Evaporating Drop of Sea Water



Head of Marmelion Fly, Showing the Bulging, Myriad Lensed Eyes

Harry Cooper Golf Lesson Series

A Lesson on Each of Thirteen Clubs

NOW you can buy a Golf Professional and keep him in your home! A start-

ling statement, but of more value to you than would be the case if it were literally true. For no actual, living professional could ever teach you as can these wonderful Golf Lesson films by Harry Cooper, who tied with Tommy Armour for first place in the National Open Golf Championship, June 17, 1927. No professional could ever give you the unvarying instruction these films give. No professional could ever slow up his

action as is done in the slow motion scenes in these films, and give you ample time to study every phase of his stroke from stance to follow-through. Slow motion pictures are used by professionals in studying their own games. And now, through FILMO LIBRARY, you can have these pictures to study in your own home,

to teach you golf or to improve your play if you are already playing the game.

You will want to study each reel again and again. Pictures are made to show action at normal speed, in slow motion, and in suspended action, stopping for prolonged study at each of six or more critical phases of the stroke. Take the slow motion portion of the lesson on the driver, for instance. Slowly the great Cooper takes his stance. Slowly he raises his club, demonstrating the exact position of hands, arms, body and club at every



Finish of Cooper's Stroke

stage of the stroke. Slowly the club descends and then rises again in the follow-through. You can see the ball start slowly out down the fairway, rising gradually in a beautiful curve. This is training no professional could give you without the slow motion camera's all-seeing and never-failing eye.

Harry Cooper Golf Lessons

No.	Title	Code	Price
E-1	Golf Lesson No. 1—Driver	GOLDC	\$7.50
E-2	Golf Lesson No. 2—Brassie	GOLBO	7.50
E-3	Golf Lesson No. 3—Spoon	GOBSP	7.50
E-4	Golf Lesson No. 4—Driving Iron	GOLDI	7.50
E-5	Golf Lesson No. 5—Midiron	GOBRO	7.50
E-6	Golf Lesson No. 6—Mid Mashie	GOLIM	7.50
E-7	Golf Lesson No. 7—Mashie Iron	GOLSA	7.50
E-8	Golf Lesson No. 8—Mashie	GOBMA	7.50
E-9	Golf Lesson No. 9—Spade Mashie	GOLSM	7.50
E-10	Golf Lesson No. 10—Mashie Niblick	GOLMK	7.50
E-11	Golf Lesson No. 11—Niblick	GOLNB	7.50
E-12	Golf Lesson No. 12—Putting Cleek	GOLTK	7.50
E-13	Golf Lesson No. 13—Putter	GOLPC	7.50

Joe Novak 1-2-3 Golf Lessons

Golf Simplified

THE Joe Novak 1-2-3 Golf Lessons are especially valuable to beginners. In them, Joe Novak, former state champion of California, teacher of golf since his fifteenth birthday, well known radio golf instructor and recognized stylist in golf circles, presents his original and proved method of instruction in an easily grasped way. Novak's careful action analysis is highly beneficial to the experienced player as well as to the novice.

Novak realizes that success at golf, as in any athletic endeavor, is entirely a matter of muscular co-ordination, that the correct golf stroke is nothing more nor less than a combination of certain moves. These moves, says Novak, can easily be practiced and readily acquired if one will simply get them clearly in mind, and establish them in the right order. The Joe Novak 1-2-3 Golf Lesson films analyze the moves of the correct golf stroke so painstakingly and clearly that imitation of Novak's form is made easy.

Excellent for Beginners

In these four reels Novak divides the stroke into two parts; first, getting into position, and second, actually making the swing. The first is subdivided into three steps, each of which is clearly explained in pictures and subtitles. By following these instructions, the correct position

may be mastered. The actual stroke is in turn subdivided into its three elements

which are thoroughly explained as were the three points concerning the position. The adaptation of this one basic stroke to all the clubs is also explained. Slow motion scenes help the golf student to study correct form carefully.

The four 100-foot reels may be purchased separately or as a 400-foot unit. The complete set (400 feet) is a complete instructional treatise, such as could only be duplicated by employing this



Scene from Novak Golf Lesson
Top of Swing

competent teacher himself.

Joe Novak Golf Lessons

No.	Title	Code	Price
E-14	Analysis of the Golf Swing	GOLNO	\$ 7.50
E-15	Illustrating the "De-tail"	GOLAK	7.50
E-16	Teaching the Use and Reason for the Various Clubs	GOLON	7.50
E-17	Explaining the Controlling Element of Good Golf Play	GOLNS	7.50
E-18	Complete four reel subject spliced together, including 400 foot reel and humidor can.....	GOLCN	30.00

Helen Wills in "Better Tennis"

Films to Help You Improve Your Game

THE interests of tennis players as well as of golfers have been provided for in compiling the FILMO LIBRARY, as there are four wonderful films of Helen Wills playing the game as only she can play it.

Helen Wills, the 21-year-old marvel from the West Coast who won the Tournament at Wimbledon, England, earning the title of Amateur Woman Tennis Champion of the World, is admittedly competent of demonstrating how a tennis racket should be handled.

In these four films our cameraman caught Miss Wills at her best. The excellent editing and titling work which has gone into the production of the films, together with a vast number of fine scenes of the champion in action, yields a series of films which is the acme of perfection in tennis instruction.

Slow Motion

A liberal sprinkling of slow motion and stop motion scenes helps the observer to study each phase of the various strokes and through this study to discover and correct his or her faults. This is instruction which the champion herself could not give you, even were her services to be employed, for humans cannot slow up their motions and yet retain perfection of action. You will want to see these

films over and over and then go to the courts to practice and return to view the films again.

The first reel shows Miss Wills in scenes which demonstrate the general principles of good tennis. In the second reel, the champion's masterly serve is shown in such a way that the details may be studied. The third covers Miss Wills' wonderful forehand strokes and the fourth analyzes her backhand stroke.

Each of the first four "Better Tennis" Reels listed below (numbers E-19 to E-22, inclu-

sive) contains 100 feet of 16 mm. film. Reel E-23 consists of the first four films spliced together in the proper sequence, wound on a 400-foot reel and enclosed in a humidor can. The purchase of this reel, No. E-23, gives one a complete and comprehensive moving picture treatise on good tennis form.

Tennis players will profit by having the entire four reels, showing Miss Wills in every tennis stroke. Those who prefer to rent these lessons may make arrangements with their FILMO dealer to do so.

"Better Tennis"

No.	Title	Code	Price
E-19	General Instruction ..	GOWIL	\$7.50
E-20	The Serve	GOWAN	7.50
E-21	Forehand Strokes.....	GOWPA	7.50
E-22	Backhand Strokes.....	GOWMI	7.50
E-23	Complete four reel subject, spliced together, including 400-foot reel and humidor can	GOWCA	30.00



Helen Wills

United States National Park Series

Scenically Beautiful—Nature at Her Best—in Motion

WHETHER or not you have visited the vast U. S. National Parks, you will find the films of this series desirable additions to your FILMO LIBRARY. The great heights of the mountains, the yawning chasms, the sparkling trout streams, the graceful waterfalls—all are subjects which tempt the motion picture photographer. These films were made by artists—men who were inspired by the beauty of Nature's work and who knew how to record this beauty on their films for your enjoyment.

The geysers, pools and cascades, and other phenomena lend themselves admirably to photography, and their wonders are preserved for you in the Park films. Other scenes show the perils of the tortuous mountain, glacier and canyon trails, the comforts of the lodges

and camps, and the beauties of sunrise and sunset over the mountain ranges.

For the animal lover, there are special reels picturing the animal life in the Parks.

These films are all recently photographed productions, made especially for release by FILMO LIBRARY, and are free from such undesirable and distracting elements as the antiquated cos-

tumes found in some travel films.

The U. S. National Park films are not only interesting in themselves, but are unequalled drawing sources for cutting and splicing to supplement your own travel pictures. Many tourists, having been unable to film certain desirable scenes while in the Parks, have found these scenes in the FILMO LIBRARY Park films and spliced them into their own films to complete their personal travelogues.



At Lunch with a Yosemite Bear

Yellowstone National Park Films

P-1 Grand Canyon, Yellowstone Park

Picturing a number of the most interesting spots on the Yellowstone River as it courses through the Grand Canyon, this film will appeal to all audiences. It shows the Rapids, the great bridge, the Upper Falls, the Canyon itself, and the Lower Falls. The last mentioned falls are 310 feet high, and are said to make one of the most beautiful scenes in the Park.

Code PARCY.....\$7.00

P-2 Geysers of the Yellowstone

This is another desirable film from beautiful Yellowstone, showing the largest geysers in action—subjects which have been photographed with still cameras by millions of tourists, most of whom have probably been disappointed in the results. This film portrays the phenomena just as they are seen, and preserves for us the dramatic aspects impossible to record with other than moving pictures.

Code PARGY.....\$7.00

Yellowstone National Park Films—(Continued)

P-3 *Terraces of the Yellowstone*

The Terraces and Springs of Yellowstone are spots which interest every tourist. This film includes excellent views of Cleopatra, Pulpit, Minerva and Jupiter Terraces, Jupiter, Canary and Orange Mound Springs, and Mound Terrace. In closing, we are shown a fine general view of the Terraces and Mammoth Springs Hotel, and another of several bears which appeared by the roadside.

Code PARTY.....\$7.00

P-4 *Pools and Cascades of the Yellowstone*

Morning Glory Pool is the first subject in this film. We are then taken to Emerald Pool, the Cascades of the Fire Hole River, the Paint Pots, the hot liquid of which is in constant commotion, Handkerchief Pool, Mud Volcano, the Dragon's Mouth, and to the Kepler Cascades of the Fire Hole River.

Code PARPY.....\$7.00

RB-3 *Bird and Animal Life in Yellowstone Park*

Yellowstone Park is the largest wild animal sanctuary in the world. Here many forms of wild life thrive and multiply under rigid Federal protection. This interesting film shows us, with beautiful photography, some of the animals and birds of the park in their natural environment. The California Gull, the Badger, Bears, Whitetail Deer, Mountain Sheep or Bighorn, American Elk, Antelope, and Buffaloes are included.

Code RAYBL.....\$7.00

RB-5 *Magic Yellowstone*

This is one of the most popular films in the Park series. It pictures the most interesting spots of the entire Park. Among the subjects contained in this film are: The Gardiner Gateway, Mammoth Hot Springs, Jupiter Terrace, Old Faithful Geyser, Old Faithful Inn, Giant Geyser, the Paint Pots, Bears, Cody Highway and Shoshone Dam.

Code RAYLO.....\$7.00

Glacier National Park Films

Seeing America First—at Home



Typical Scenes from the Glacier National Park Films Listed Below

RB-1 *Glacier Park No. 1*

This film opens with a long distance scenic view of the Park, and then shows how travelers set forth to spots of especial interest. Triple Falls are shown at their best. An insight into the life of the cowboys of the Park is given when the camera catches them preparing and eating a camp meal. Swift Current Valley and Grinnel Glacier are also pictured.

Code RAPNO\$7.00

RB-2 *Glacier Park No. 2*

The second film in the Glacier Park Series takes us to Lake McDermott and Many Glacier Hotel. A party is shown leaving the hotel and riding by horseback to Ptarmigan Wall, seeing many inspiring mountains on the way. Later they experience the thrills of traveling over glaciers, and call at the "Going to

the Sun" Chalet. A beautiful scene of horses and men silhouetted on a ridge is shown, and the film ends in a moonlight campfire scene fadeout guaranteed to make the most confirmed pavement lover long for the life in the woods.

Code RAPNT.....\$7.00

RB-4 *Mountain Climbing in Glacier National Park*

The adventurous pair of tourists who play the leading roles in this film climb their way to the top of Stark Peak. The mountain presents easy going at first, but soon the ascent becomes more difficult and later extremely dangerous. Smooth, steep-sloping rock surfaces make hard going, and the greatest of care is needed to scale the vertical cliffs near the summit. The top is finally reached, and the reel closes with several scenes of the magnificent views from this elevation.

Code RAYMC.....\$7.00

Yosemite National Park Films

Intimate Scenics by Arthur C. Pillsbury



Beautiful Views Such as These from the Yosemite Park Films Reflect the Artistry of Mr. Pillsbury, Nature Lover and Botanist

Y-1 Waterfalls of Yosemite

The same appreciation of Nature and the same skill at picturing the subjects he loves are as evident in these scenic pictures by Mr. Pillsbury as in his Flower Films. This reel includes Bridal Veil, Yosemite, Vernal and Nevada Falls, and closes with aeroplane views of the two waterfalls last mentioned.

Code PALSO.....\$7.00

Y-2 Cliffs from Above, Yosemite

This film also includes some aeroplane views and portrays the beauties of El Capitan, Three Brothers, Sentinel Rock, Overhanging Rock, Yosemite Falls, Glacier Point and Half Dome, including cloud effects which are unexcelled in their perfection.

Code PALCA.....\$7.00

Y-3 Cliffs from Below, Yosemite

Rounding out the Pillsbury collection of Yosemite Park pictures, this film includes a scenic panorama from North Dome, bringing in Old Lady's Slipper, a wonderful view east from North Dome, aeroplane views of Half Dome, a panoramic view from Eagle Peak including Half Dome and Glacier Sentinel Dome, a view of the floor of the valley from Yosemite Point and another of Sentinel Dome from Yosemite Point. A wind-blown, gnarled Jeffrey Pine with its beautifully photographed cloud background conveys more forcefully than words the fierce struggle which trees must make for existence in the high places. The film closes with an unusual view of Yosemite Falls from the air.

Code PALCB.....\$7.00

Y-4 Animal Life in Yosemite

Mr. Pillsbury is as fond of the wild animals of Yosemite as he is of the flowers. In this reel he pictures the Deer, Bears, and Chipmunks in their natural environment.

Code PALAN.....\$7.00

Miscellaneous Library Films

Each a Masterpiece of Its Kind

S-10 Beethoven's "Moonlight Sonata"

This film pictures the story of the blind girl overheard by Beethoven playing beautifully his favorite composition. She breaks off in the opening bars, overcome with its beauty and with emotion over her inability to continue further with it.

At this point Beethoven, attracted by the music, enters with his friend. He offers to play for her. He turns to the piano, but finds no music. Realizing that she is blind, he improvises the "Moonlight Sonata" so that she may see the beauties of the moon. The dramatic incidents are marvelously enacted, conveying as they do the truly beautiful nature of this composer whose music has endured for a century.

Warren Rogers plays the part of Beethoven in admirable fashion. Alice Calhoun is the blind girl and the part of her brother is taken by Carlos Marino. Charles Crockett is cast as Beethoven's friend. History tells much about this friend's influence in the composer's life.

Music lovers who know and love the



Scene from Beethoven's "Moonlight Sonata"

moods and music of the great Beethoven will find added pleasure in this film by accompanying its showing with his music, either on the piano, the reproducing piano, or with the phonograph. The music of the Sonata itself fits excellently into the atmosphere of the film play. For a real feature in the home entertainment it is strongly recommended.

Code WILMS.....\$9.00

S-11 "Parade of the Wooden Soldiers"

The "Parade of the Wooden Soldiers", the musical march fantasy written by Leon Jessel and made more famous, if possible, by the marching marionettes in Balieff's *Chauve Souris* and by other stage presentations, is the source of inspiration for this film. Music lovers who like Jessel's stirring march will appreciate it more when it is played while this film is viewed, and the beat of the music is timed (which is easily done) with the stiff-legged, automatic toy-like marching maneuvers of the uniformed midgets. The "Parade of the Wooden Soldiers" is of especially appealing interest to the children.



Parade of the Wooden Soldiers

Code WILWS.....\$7.50

S-12 *Glimpses of Greenland*

This film includes pictures of icebergs, Esquimaux, seal hunting, native villages and homes, Arctic flowers, native clothing and fine needle work, and Esquimo dances.

Code WILGO.....\$6.50

S-13 *Capturing a Wild Stallion*

This film shows how wild horses are captured on the great Southwest deserts, where they live in great droves. A domesticated mare is tethered on the plains. When the stallion comes seeking a new addition to his harem, he is lassoed and tied after a thrilling struggle.

Code WILCA.....\$7.50

RBS-1 *Action Antics No. 1*

This is an amusing film, appealing especially to children and to the amateur movie maker looking for ideas for making trick movies of his own. The film opens with a waterfall scene showing how stone is cut away by the action of water. Next comes an interesting combination of cartoon movie, stop motion photography, and model set of clay and flowers, in which scene a citizen of Mars builds a bungalow.

Two football scenes appear on the screen simultaneously. In one panel a play is seen at normal speed; in the other the same play appears in slow motion. Charleston dancers, cleverly cartooned, conclude their act in a startling effect of much abused legs flying off into space. A jumbled pile of fragments straighten themselves out to form into a movie of a frecked boy playing a mouth organ. He disappears in the same way he appeared, and the fragments form themselves into the closing title, "Let's Quit!"

Code RBSAC.....\$7.50

RBS-2 *Action Antics No. 2*

This film, the second of the series, is similar in nature to No. 1, but the action includes different subjects. Clouds breaking against mountain peaks, cowboys and



Pole Vaulting in Reverse

cowgirls riding wild steers and bucking horses, and slow motion and reversed pole vaulting action make this an interesting and amusing novelty film.

Code RBSNT\$7.50

A-1 *Catching Big Fish in Pacific Waters*

Major Hammond, adventurer, and his dog Peggy, set forth over the Pacific looking for some thrilling fishing. The sea gulls flock after the bait boats by the thousands, waiting to swoop down upon discarded bait. Soon the fishing grounds are reached, and lines are thrown out. The fish are hungry, and take the bait like wolves, so that large "Yellow Tails" come up over the side at frequent intervals. Seeking larger game, the fishers move and bait for the giant Jew Fish. Those caught weigh 400, 600 and 700 pounds, and a crane is required to bring them aboard.



Catching Big Fish

Code ADVCB\$6.50

A-2 *Whaling in the South Pacific*

The whaling business probably is more replete with thrills and excitement than any other commercial enterprise. All

these thrills are portrayed vividly in this film.

We see the Norwegian whaling steamer "Mexico" leave port in search of the largest known denizens of the sea. A whale is sighted, and is harpooned. The struggle which follows is unpar-



Whaling in the South Pacific

alleled in its vigor and activity on the part of victim and captors. When finally subdued and killed, the whale is blown up with air and marked with a flag to be picked up later, while the hunt goes on for another deep sea mammal. Later we are shown the act of stripping off the valuable blubber in huge five-ton blankets, which must be hoisted aboard with a derrick. The size of the beast is brought to us forcibly when the enormous tongue and tail are brought aboard.

Code ADVWL.....\$6.50

A-3 *Salmon Fishing on Banks of Puget Sound*

This is an interesting film showing how commercial salmon fishing is done. The man whose hobby is fishing will hardly approve of the wholesale methods used, but nevertheless will enjoy the film.

Code ADSAF.....\$7.00



Typically Beautiful FILMO LIBRARY Title Effect

N-1 *California Alligator Farm*

This film takes us on a cautious trip through a large alligator farm and shows us a number of interesting studies of these queer beasts. As we enter the farm, we see a horde of six weeks old



At the California Alligator Farm

"youngsters" all leaving their swimming instruction pool. As a contrast, we are then shown "St. John," a ninety-eight year old granddad, and it is well worth the price of the whole 100 feet just to see "St. John" open those great jagged jaws once.

Code NATCA.....\$6.50

N-2 *Cawston Ostrich Farm*

Upon arrival we are shown a beautiful panorama of the farm and its surroundings. We are then introduced to Mr. and Mrs. Newlywed Ostrich who have just returned from their honey-

moon. Mrs. Newlywed is so delighted with our visit that she insists on showing us the latest dance, which she has ingeniously gathered from the best steps of Charleston and the Black Bottom. As a reward for her entertainment, we offer ripe oranges and are astonished to see her swallow them whole and have no difficulty in tracing their course down her long slim neck.

Tired of walking, we are taken for a ride in an "Ostrich Cart" and are then shown how plumes are gathered, cared for, dyed, and manufactured into beautiful fans.

Code NATCO.....\$6.50

N-4 *Trapping Big Tuna Fish*

Another unusual film of interest to those with a liking for outdoor activities and natural history.

Code NATTT.....\$6.50

N-5 *Pelicans of Mexico*

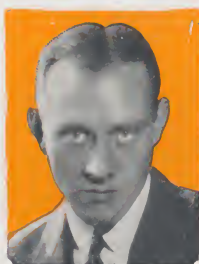
This is a very unusual film of a great flock of Pelicans on the coast of Mexico. Photography is excellent and a number of fine close-ups of adult birds, eggs in the nests, and young Pelicans are shown.

Code NATOP.....\$7.50

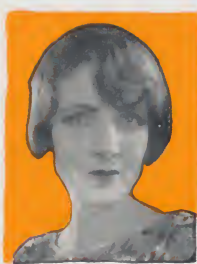
Screen Star Series



Alice Terry



Conrad Nagel



Claire Windsor



Lon Chaney

THIS series makes it possible for you to exhibit, in your own home, moving pictures of world famous stars of the screen, not in antiquated dramas your audience has seen years before at the theatres, but in recently photographed character sketches and intimate views, filmed purposely and by special arrangement for "FILMO LIBRARY" patrons.

S-1 *Metro-Goldwyn-Mayer Studios and Stars*

Including Marion Davies, Lillian Gish, Antonio Moreno, Norma Shearer, Alice Terry, John Gilbert, Renee Adoree, Lon Chaney, Joan Crawford, and Charles Ray.

Code WILHO.....\$6.50

S-2 *Metro-Goldwyn-Mayer Studios and Stars*

Including Ramon Navarro, Claire Windsor, William Haynes, Mae Murray, Conrad Nagel, and several others.

Code WILIP.....\$6.50

S-3 *Christie Studios and Stars*

Including Bobby Vernon, Vera Steadman, Natalie Joyce, Neal Burns, and several others.

Code WILPC.....\$6.50

S-4 *The World Famous Hollywood Bowl*

Includes two or three beautiful scenes of the Bowl—Easter Sunrise Service, Children's Easter Drill, etc.

Code WILHB.....\$6.50

**S-5 Universal Studios and Stars
No. 1**

Including Hoot Gibson, Blanche Mehaffy, Laura La Plante, Reginald Denny, George Lewis and his dog "Pal," and others.

Code WILUS.....\$6.50

**S-6 Universal Studios and Stars
No. 2**

Including Jean Hersholt, Mary Philbin, Fred Humes, Billy Dove, June Marlow, and others.

Code WILSU.....\$6.50

S-7 Warner Bros. Studios and Stars

Including John Barrymore, Mae Marsh, William Seiter, Harry Meyers,

Monte Blue, Ernest Lubitsch, Baby Priscilla Moran, Marie Prevost, Alice Calhoun, Dolores Costello, and Irene Rich.

Code WILWB.....\$6.50

S-8 Fox Studios and Stars

Including Tom Mix and his famous horse Tony, Shirley Mason, Francis McDonald, Harold Goodwin, Bessie Love, Charles (Buck) Jones, and others.

Code WILFS.....\$6.50

S-9 Tournament of Roses, New Year's Day in Pasadena

A beautiful picture of one of the country's noteworthy and most colorful events, especially interesting to those who live where New Year's Day is apt to bring snow and wintry weather.

Code WILTR.....\$6.50

Vaudeville Series

EACH reel in the Vaudeville Series is a complete act of the highest class. Children are wild about these films. Like taking the children to the circus, father enjoys it as well as the youngsters. And it's far better to entertain the children with these films as this permits avoiding crowds in public places of amusement and enables you to be your own censor of what acts the boys and girls see.

V-1 Albert's Polar Bears

The World's Greatest Arctic Wonders—Trained Bears from the Land of the Midnight Sun.

Code SPANA.....\$7.00

V-2 Spanuth's Trained Baby Elephant

The Youngest Trained Elephant in Captivity. Code SPABE.....\$7.00

V-3 Pickert's Seals

The Marvelous Schooled Alaskan Wonders.

Code SPASE.....\$7.00

V-4 Tetsuwari Japs

Mikado's Royal Japanese Acrobats.

Code SPATJ....\$7.00

V-9 Barnold's Dogs

A complete play acted by dogs and monkeys dressed like people.

Code SPABD.....\$7.00

V-11 Belmont's Manikins

Tiny Stars from Toyland go through their act in a manner most amusing to children and adults as well.

Code SPABM.....\$7.00



Trained Polar Bear

An amusing series of animated cartoon movies will soon be added to FILMO LIBRARY. Watch Filmo Topics for detailed announcements.

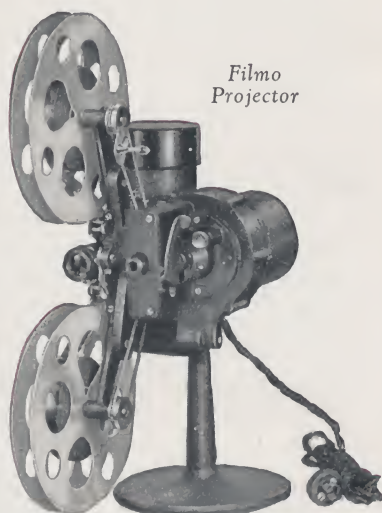
Filmo Library Films and *Filmo* Projector

*are all you require
for Movies of your own*

FOR those who might acquire this booklet without knowing its portent, here is full information.

The foregoing list of films represents a wealth of motion picture *home entertainment* requiring only the Bell & Howell FILMO Projector to bring it to life. Insert the film and show the pictures as simply as you would play a record on your phonograph or a roll in your reproducing piano.

The Projector is illustrated here, both as a unit and as actually used in showing FILMO LIBRARY films. Simply insert the film, plug in on any electric light socket and touch the button to show your movies.



Filmo
Projector

Not a Toy--- Built for Lifetime Performance

For over twenty years Bell & Howell have made most of the professional cameras and laboratory equipment used in leading motion picture studios of the world. FILMO Projector evidences the superior workmanship developed in this broad experience. It is very compact, light, easy to carry and handle. Its appearance is in keeping with the furnishings of the finest room. A soft felt pad under the base keeps it from marring the highest polished surface.

FILMO Projector, through the interchange of seven available lenses, can show movies from post-card size up to 7x9 feet. By touching reverse lever you can run it backward, producing very amusing effects. Or you can stop the Projector on any single picture in the film for prolonged viewing. The special "nine to one" mechanical movement insures flickerless pictures of theatre brilliancy. No other Projector on the market has these features. Secure a FILMO Projector, make a selection of FILMO LIBRARY films, and you are equipped to have the most beautiful home movies possible to produce. See a FILMO dealer for further information and demonstration.



Home Projection





